TISERVEDAVVERO?



Properties list:

information about content information accessibility end-user packaging range of products extra-use of packaging concept milk dairy, eggs and cheese labels and sleeves gable top cluster cardboard and paper infographics contemporary unusual visual association packaging as a new medium instruction through pictograms identity by typography

The packaging helps to measure the waste of milk and makes the user think by giving concrete data and useful information to frame the problem. The illustrations on the packaging give suggestions based on real needs and helps the consumer to understand the situation better and how to limit the waste of food, in this case milk.

Reference:

Credits:

Country: Italy Year: 2010

School: Politecnico di Milano, School of Design (Milan, Italy)

Course: Final Project Studio, Bachelor Degree

Lecturers: V. Bucchetti, E. Ciravegna, C. Diana, M. Minoggio

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Other images:







